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ROEDING'S Practical Horticulture



Published by the FANCHER CREEK NURSERIES, FRESNO, CAL., in the interests of those who plant and grow Fruit and Ornamental Trees, Vines, etc.

Vol. 1

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No. 1

Foreword

AS A BUSINESS develops, new conditions are constantly arising, and the question which the management must solve is, how to meet them.

Naturally we want to watch over our customers' interests, according them fair, honest treatment and serving them to the best of our ability, to merit not only the continuance of their patronage, but also that of their friends who may want first class nursery stock.

As a result of our thirty years' successful business career a very large and extensive nursery business has been developed covering a broad field and presided over by men who have grown up with the business and have given the very best that is in them to perfect every detail and thoroughly systematize it.

The natural inclination of those who favor us with their business is to have our Mr. Geo. C. Roeding give his personal attention to their orders and answer all their questions. Those who know him realize how much he would like to please his numerous friends throughout the country in this respect, but any attempt to do this would within a very short time reduce him from a vigorous, ruddy, efficient man, to a mere shadow of his former self. In his endeavors to meet the wishes of his customers he would be finally annihilated by his own exertions.

In order to overcome the difficulty in this matter and still retain the impress of his direction over the many ramifying affairs of this business which has been so far reaching in the development of the horticultural resources of the country, we have devised a scheme of having him confer with our many friends and customers during the active nursery season through this little journal.

This is a new departure in the nursery business on the Pacific Coast and we trust it will meet with your hearty approval.

No charge will be made for this bulletin, but in return for our effort to please our many friends, we solicit their business, which we assure them, we will endeavor to take care of, in that same thorough and comprehensive manner which has made the name of Roeding and the Fancher Creek Nur-

series a household word among the horticulturists of California, and many other states and countries.

This publication will have no set time for distribution, but it is our idea

ed from January 1st and even to April 15th in very favorable seasons.

In years of early rainfall the demand for shipping trees even as early as November are in many cases desired, but they cannot be carried out. The trees up to December 1st this year, were in active growing condition, and had they been taken up before the wood had fully ripened the roots would have turned black and rotted and the tops would have withered.

This is a year when shipments will be later than usual for the simple reason that we will be later in assembling the trees in our packing grounds.

The necessity for growing the very best of trees has made it necessary for

in Los Angeles and Orange counties devoted to the growing of citrus and semi-tropical trees, olives and a great variety of ornamentals, and at San Jose we are growing a most complete assortment of roses.

Bearing in mind that we are growing over 2,000 different varieties of trees and plants, all of which must be assembled in our packing grounds before actual shipments can commence, it will be understood without much further explanation on our part that it takes a tremendous effort to gather all this stock together and prepare it for shipment.

At this writing we have over 200 men and 100 head of work stock actively engaged in taking the trees up and rushing them to our packing grounds.

Trees are now coming to the packing grounds at the rate of five car loads per day, and before March 1st, 1914, the actual number of car loads of loose trees will not be less than 150 of ten tons each.

We have our own switch and our packing grounds are about a quarter of a mile distant. The soil for heeling-in is of an extremely sandy nature and is admirably adapted for the purpose. These packing grounds, consisting of 20 acres, are immediately adjacent to our propagating department covering ten acres. The packing grounds are equipped with a pipe system which is perfect in every detail, so that as soon as the trees are heeled in they are immediately wet down, a very important point for maintaining their vigor.

When the grounds are filled up with trees they appear as a veritable forest, laid out in a thorough manner with trenches, roadways and sections devoted to the heeling-in of the various stocks. The head-boards before each trench detailing the varieties that are heeled-in, in their respective trenches make it practicable for the variest novice, if he can only read English, to fill orders. The packing shed, a commodious and well lighted building, is

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ROEDING TREES PACKED READY FOR SHIPMENT TO ALL PARTS OF THE WORLD.

to issue it at least once a month.

In a nut shell the sole purpose of this publication will be by timely advice on our part to render any assistance in our power to direct our customers just what they should do to make a success of all their undertakings in their horticulture work. Remember, our Mr. Geo. C. Roeding will be at the helm and he will be the guiding spirit in this, to our mind, commendable undertaking.

When to Plant

A perplexing question.

Deciduous trees may be safely plant-

us to distribute our nursery operations in a number of localities. At Davis, Yolo County, where we have 200 acres devoted to growing nursery stock a good part of our almonds, peaches, apricots and the general run of deciduous trees are grown.

In Fresno we have three distinct and separate places devoted to growing an immense stock of standard varieties of fruit trees and ornamentals.

The magnificent, thrifty, well rooted, perfectly grown trees is the evidence which justifies us in pointing with pride to our wise judgment in our selection of favorable locations for growing Perfect Stock. We have branch nurseries

ATTENTION.

If you haven't yet received a copy of our 1913-1914 Illustrated Price Catalog and are interested in growing things, we will gladly mail a copy free to any address upon request.

We grow everything that grows—2000 varieties—and guarantee all stock true to name.

(Copyright, 1914, by Geo. C. Roeding)



ONE YEAR BUDDED APPLE TREES IN NURSERY.

Apples

For several years reports have been circulated that the apple business would soon be overdone. In spite of these predictions the apples this year are bringing heavier returns than they have for a number of seasons, and this increasing demand has been brought about by those engaged in the business realizing the necessity of putting up their packs uniformly and branding a grade for exactly what it is. There is always a wide field open for good fruit of any kind, and there is no question whatever but that Pacific Coast grown apples, on account of their fine outward appearance, being entirely free from scab and other defects, will always be in great demand.

Such varieties as Spitzenberg, Baldwin, Stayman Winesap, Rome Beauty, White Winter Pearmain, Yellow Bell-

flower, and Yellow Newton Pippin are standard Coast varieties, and the demand for them has never waned. Where conditions are favorable for growing apples no mistake can be made in planting these sorts.

Among the later apples of recent introduction which are commanding wide attention are the King David and Delicious.

Our stock of apples this season is more complete in varieties than it has ever been, and we do not hesitate to say as far as the quality of the trees is concerned, that there is nothing grown that is superior to them. We are offering special inducements on our apple trees and it will certainly be worth your while to figure with us before you place your orders.

In the monthly bulletin of State Commission of Horticulture for October appears a picture of a well loaded Delicious apple tree in orchard set out by Mr. Frank Femmons near Sugar Pine, Madera County. What Mr. Femmons and others are doing in the growing of the higher quality red apples such as Delicious, King David, Stayman Winesap and Rome Beauty proves there is a wonderful opportunity for the apple grower in the foothills and other favorable parts of California. The demand for such fruit is only partly supplied. In the Beaumont district, Riverside County, thousands of trees of only a few varieties have been planted to partly supply the demand for red apples in Los Angeles alone.

Our trees are far better than Northern or Eastern grown trees and are freshly dug, carefully handled and placed in the hands of the planter in a perfect condition and at the time he wants them.

If you are planting apple trees you can not get better and will be cheating yourself to pay a higher price expecting to get better value. The picture at the top of this page will give an idea of these perfectly formed, thrifty, vigorous trees in nursery row.

Pears

All of our stock has made an exceptionally fine growth and we can supply pears both on pear and quince roots. The pears on quince roots are particularly desirable for the planting in gardens where it is not advisable to have large trees. There is another point in favor of the pear on the quince, and that is it comes to bearing a year earlier than the ones worked on pear roots. It is no unusual thing to have young pear trees on this root two years old in nursery rows loaded down with pears. This illustrates what a remarkable influence the quince root has upon the pear.

Our customers will be very much interested to learn that we are offering for the first time the Bergamot Pear, the buds of which were secured from Mt. Vernon, Washington's home. The pear is of excellent quality and the very fact that it has such recognized historical associations makes it worth while planting in the far west.

As usual the Bartlett Pear has had the preference over all other varieties for shipping purposes this season, and as the prices have averaged far higher

The coast section has been found particularly desirable for the Winter Bartlett. It ripens several months after the regular Bartlett, and although it is not quite equal to it in flavor, it has so many points in its favor it is a very desirable variety for winter use. It not only attains a large size but its close resemblance to the Bartlett has created for it a demand which is still keeping up from year to year. Strange as it may seem, nevertheless it is a fact, that in the coast region this pear seems to become more perfect, not only in its general appearance, but in flavor, as compared with the interior section. We particularly recommend it for planting in coast counties. In its character of growth in the nursery it is something like the Winter Nelis, but when planted out has the habit of the Bartlett.

From a commercial standpoint the planting of pears has practically been confined to a few varieties. Among others which are recognized from a commercial standpoint outside of those already mentioned are Doyenne du Comice, Glou Morceau, P. Barry and Winter Nelis.

Pear trees should be planted on heavy soil, or a deep loam. Excess of moisture is not as much of a detriment as it is with other varieties of deciduous fruit trees, and the pear root will withstand considerable moisture without any injury. It is very important to prune pear trees annually; in fact, the shortening in of the branches from time to time keeps the trees in good shape and promotes fruit spurs.

In spite of the fact that our pear trees are of better quality than they have been before, you will notice that we are making exceptionally low prices. Do not place your orders elsewhere before writing us and getting particulars. We want your business and we know that we are in a better position to take care of it than any other nursery in the state.

One of the greatest difficulties we encounter with purchasers of trees is unwillingness to cut the trees back after they are planted. This more than any other cause is the reason for many of the trees which are planted in orchards failing to grow well, and in many instances the trees die as a result of the failure on the part of the planter to cut them back. Many of our pear trees will run from eight to ten feet high. You will be surprised when we tell you that these trees are not more than a year old. It almost breaks the heart of a planter to cut such trees down to twenty inches from the ground. But this rule should be absolutely followed. It means much, not only to the future of the tree, but also in getting a uniform growth and a perfect stand of the trees that are planted. Later on as our bulletins are issued during the season further advice in the matter of pruning will be given.

That well planted home grounds are worth several times the cost is a fact that everyone knows. It is to your discredit and your absolute loss if you do not make your place attractive. The value is greatly increased thereby.



VIGOROUS PEAR TREES ONE YEAR BUDDED.

than usual the growers who have had pear orchards have received magnificent returns. It is a recognized fact that the Bartlett Pear is a valuable pear for drying purposes. Dried Bartletts are certainly not only fine to look at, but the flavor when cooked is of such high quality that a purchaser of dried pears once is always a purchaser of them.

As a long keeping pear there is nothing that we can recommend more highly than the Crocker Bartlett. Very firm; very aromatic; flavor superb. Is this not a combination of qualities worthy of consideration? A wonderful grower and a very heavy producer. Try it and prove to your own satisfaction that we are giving you facts.



THE "DELICIOUS" APPLE.

Peaches

It is really too bad that a nurseryman cannot foresee two years in advance just what will be the demand when his trees are ready for delivery, for in that event he would always grow just what his customers wanted, in exclusion to everything else. It is typical of planters in California and possibly in other states as well, to persist in demanding just what every other man wants, and no matter how large a nur-

is in the cling-stones?

Did it ever occur to you that you are not planting an orchard for today or tomorrow, but for twenty years or more, and that in many a year within that time you will bewail your fate in not having more of the other thing because it was high priced?

Look this proposition squarely in the face and remember what we tell you, that the free-stone peach will soon have its inning and then you will kick yourself a few times and wonder why you did not give heed to your good ad-



ONE YEAR BUDDED PEACH—NO BETTER TREES ARE GROWN.

seryman's stock of trees may be, the supply is soon exhausted. The dear planter is at a loss to understand why his nurseryman cannot fill his wants, and the nurseryman bewails over the fact that he has no more McDevitt's, Orange, Tuscan, Phillips and Sims Cling Peaches.

This reminds us of an experience of ours in 1904. The demand for Elberta, Foster, Lovell, Muir, Wheatland, Susquehanna (which by the way are all standard peaches, and have been money-makers for many years), was so persistent, regardless of the high price we fixed on the trees, we had the greatest difficulty in preventing large buyers from cleaning our stock of these varieties up and leaving us insufficient trees to fill retail orders. We had grown for that season a fine lot of cling-stone peach trees and had over 60,000 heeled-in in our packing grounds, but no one wanted them, no matter how low we named the price.

What was the result—well the old story, "a song of six and six pence" so often told and so often repeated: That a nurseryman of thirty years' experience is not wise enough to eliminate the fire sale. Did we do any hard thinking? Well, I guess yes! Did we learn anything? Oh, no! Why? Simply because our dear friends who would not plant cling peaches in 1904 insisted it was clings or nothing in 1905. Price was \$300.00 per thousand trees. It made no difference, they would have the trees. The free-stones had their inning in 1904 and met the fate which was so sadly delegated to their clinging relatives the year before. Fickle planter, can you not see your mistake? Why put all of your eggs in one basket? Don't you know that there is just as much money in free-stone peaches in the long run as there

viser, the nurseryman, and accept his instructions in making your plantings. If your location is favorable for cling peaches it is also good for the frees. We want to go on record now and say to you, divide up your planting, or better still, in spite of all advice to the contrary, you would be a wise man if you planted your orchard one-third to clings and two-thirds to frees. Why so? Just simply because frees are adapted to shipping, canning and drying, thus having a triple value.

When all is said and done you know you are up against a mighty hard proposition to dispose of your clings.

Remember also that there is big money in early peaches for shipping to the eastern and local markets. The varieties caption, "New Peaches," page 10 of our price catalogue are worthy of a trial.

The old standbys, Admiral Dewey, Alexander, Hale's Early, Yellow St. John have established their reputation as early market sorts of unquestioned value.

Nectarines

If there is any one fruit that has not received the attention it should it is the nectarine. The nectarine is not only a very valuable fruit when shipped green, but when dried is most delicious. In Europe the nectarine is regarded as a fruit for the epicure, in fact it is so high priced as a rule that only those who have long pocketbooks can afford to buy nectarines. Many of the varieties of nectarines grow to exceptionally large sizes in California and this is particularly the case with the Stanwick, Humboldt and Advance.

We will be glad to have you write us for further particulars.

Walnuts

With the exception of a few scattering groves, up to a few years ago, there were practically no walnut groves in the central and northern districts of California, and the possibility of growing walnuts in Oregon and Washington would have brought ridicule to the horticulturist who had even had the temerity of suggesting engaging in the culture of the walnut in either of these states. How conditions have changed! Today extensive plantings are being made in the coast counties, in the interior valleys and in the states mentioned.

Encouragement to continue these plantings has been brought about by the large profits derived from small acreage grafted trees.

As a result of the success of these undertakings, new problems are arising from the fact that growers here and there throughout the country have discovered seedlings, for which great claims are being made, often times that they are superior from every angle to the recognized varieties such as Mayette, Franquette, Chaberte, Parisienne, which have made the great district of Grenoble, France, famous as the district of the world for supplying the finest of all walnuts.

The serious objection to each district endeavoring to foster some new variety is that it will have the effect of retarding the development of this industry. These varieties recognized as standards par excellence in France have found congenial conditions for their perfect development in California and our energies now should be devoted to proving to the importers in the Eastern states that the Pacific Coast states can grow these nuts to perfection and thus convince them that we are capable of producing walnuts fully equal to the finest nuts imported from Europe.

Thus far the Franquette of the European types has had the lead, and although we do not wish in any way to



BLOCK OF 50,000 ONE YEAR GRAFTED WALNUTS ON THREE YEAR CALIFORNIA BLACK ROOTS.

cast any reflections on its merits, we want to call the attention of planters that in Grenoble the walnuts rank as follows in the trade: First, Mayette; second, Parisienne; third, Franquette; fourth, Chaberte. Pure Mayettes sell for 20 per cent more than any other grade. This variety has been a rapid grower, a heavy cropper of firm, large, well filled walnuts, wherever tried in California.

If we wish to establish our identity as growers of first grade walnuts, it is needless to say we can only do so by proving that our California grown grafted walnuts are beyond criticism and have all the excellencies of the very best imported nuts. Once recognized as successful competitors, our advancement will be rapid and sure.

We are the most extensive growers of grafted walnuts in California and have the most complete assortment of varieties. After years of experimental work we have devised a method of grafting which insures almost a perfect stand. This is why we are in the position to make lower prices on grafted trees than ever before.



THE "STANWICK" NECTARINE.

Be sure to get our quotations before buying elsewhere—we'll save you time and money.

Almonds

It is more than likely that California will always have the monopoly on this nut. The conditions seem to be more favorable in this state than any other for its growth and for its proper development. We want to call particular attention to our almond stock of this season. It is of exceptionally fine quality and we take pleasure in recommending it. If there is any one nursery in the state that gives close attention to grading of its trees we think it is our nursery.

An unusual condition prevails this year. Almonds are selling at very high prices and yet trees are lower than ever. Our trees are exceptionally good but our low prices are due to a very heavy stock. We grow almond trees on almond and peach roots.

We want to call your particular attention to the Eureka, which is fully described on page 11 of our price catalogue. This variety has been tested over a period of years and has not been found wanting. It is a well known fact that the Jordan is the almond of fame. This is the almond when cracked which brings a higher price than any other almond in the market. It must be borne in mind, however, that the Jordan is a hard shell and to all appear-

ances looks like one of our seedlings. It can, however, be recognized by its unusually long kernel. The Eureka, or Little Jordan, as it has been designated, is very similar to the Jordan in the shape of its kernel, and in flavor it is almost identical. The nut itself is a paper shell.

The very fact that almonds have been advancing in price from year to year is proof that the demand exceeds the supply. No one can make a mistake in planting almond trees in localities where conditions are favorable for their being grown. Many of the sections throughout the Sacramento Valley seem to be particularly well adapted to the almond. The nuts from these sections are only of the very best quality, and although there may be off years, a failure of this crop is unknown. There are seasons when the almonds are damaged by frost, but to overcome this difficulty plant a number of varieties. This is invariably done by experienced growers. There are some varieties that are inclined to flower early, but this is no particular detriment, for it should be borne in mind that such varieties in many cases have matured to so great an extent when spring frosts occur that they go through unscathed. Experience has pointed out the fact also that it is advisable to have more than one variety of almonds as there seems to be more

or less benefit derived from cross pollination of the different sorts.

The varieties which we can recommend are Drake's Seedling, I. X. L., Ne Plus Ultra, Nonpareil, Peerless and Texas Prolific, as well as the other two varieties which we have mentioned, viz., Jordan and Eureka.

After an almond tree is fully formed it does not require as much pruning as other varieties of trees, except to thin out interfering branches. One point must not be forgotten and that is that after a tree gets to a point that it fails to produce regular crops it should be cut back quite severely in order to secure a new head. Ordinarily this would not occur, however, until the tree is twenty years old, or in many cases older than this.

Do not plant almonds closer than twenty-five feet, and in many cases where the soil is exceptionally fertile thirty feet would be better.

It very often happens that people get a particular fad in their minds in regard to a root and this seems to be the case this year as planters are calling for almonds on bitter almond root. The fact of the matter is the bitter almond root is not as strong a grower as the hard shell almond. The demand for the bitter almond root is largely due to the fact that it seems to be more exempt from gophers than the other roots. However, this is not such a serious menace to the almond after all, and as there are a very few almonds grown on bitter roots, we can recommend the regular seedling almond root as a whole as being far better for general planting. We have watched many orchards all over the state grown on seedling almond root, many of them which are thirty years old and over, and it is very rarely that a single tree is found to be missing. These are orchards where no irrigation has been practiced so this in itself is sufficient evidence that the demand for almond on bitter almond root is nothing more or less than a fad, not worthy of much consideration.

It costs more money to grow and take care of good trees. Therefore they are worth more. It is not so difficult to grow trees in nursery rows, but it takes experience, the know how, money, and nursery knowledge to produce a good tree that will prove satisfactory for years.



MR. ROEDING WILL TALK PERSONALLY EVERY MONTH TO HIS THOUSANDS OF CUSTOMERS THROUGH THIS BULLETIN.

When to Plant

(Continued from Page 1)

250 feet long and 60 feet wide. Here are to be found six power baling machines, which turn out every fifteen minutes bales of trees averaging from 500 to 1,500 lbs. We make all of our own shipping cases, saw up all of our lumber with a power saw, and have many other features expediting the work. During the season we use 6,000 bundles of tules, 50,000 board feet of lumber, five tons of rope and 6,000 yards of burlap, 40 tons of straw, 20 tons of shingle tow and moss.

This briefly outlines our preparations for starting our trees on the road, which will eventually bring happiness and fruitful returns to our customers if they will only do their part in caring for the trees from the time they are set until they come into bearing. It is our purpose to tell now and in succeeding issues of this publication what they should do.

Our well finished bales of trees; our boxes carefully covered with burlap; our cases for long shipments neatly marked with destinations are the finishing touches that indicate a desire on our part to observe those niceties of detail in every particular, from the growing and grading up to the final package filled with its precious varieties of trees and plants, which are sure to grow and will eventually be landmarks to delight our customers' hearts.



THE "I. X. L." ALMOND.

The following schedule indicates the full blooming period of the different varieties:

Drake's Seedling — March 5th to 15th.

Harriot's Seedling or Commercial — Feb. 10th to 15th.

I. X. L. — Feb. 20th to March 5th.

Ne Plus Ultra — Feb. 15th to 25th.

Nonpareil — March 1st to 10th.

Peerless — March 1st to 10th.

Texas Prolific — March 5th to 15th.

Jordan — (No record.)

Eureka — March 5th to 15th.

SPECIAL NOTICE

As announced on the first page of this folder, this is the initial number of a bulletin that we hope will be of benefit to growers generally—and of course, to ourselves. We want you to feel free to offer suggestions, ask questions and send in information that we can consistently print herein. We hope to make this bulletin a welcome and looked-forward-to visitor at your place, and this we can best do with your help and co-operation.

All matter or inquiries should be addressed:

Geo. C. Roeding, President and Manager,
FANCHER CREEK NURSERIES, INC
Paid Up Capital \$200,000.00

BOX 25 FRESNO CALIFORNIA.

You can be absolutely sure of the quality and variety—if you buy from Roeding.